



**NOTE: NPD POS data reports are based on the NRF calendar which may result in trends not in alignment with other reporting periods. Please contact your NPD account representative with questions.**

# SNOWSPORT INDUSTRY VIEW

## Alpine Bindings Report

**Report Date: Nov 2019**

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# All Channels Summary

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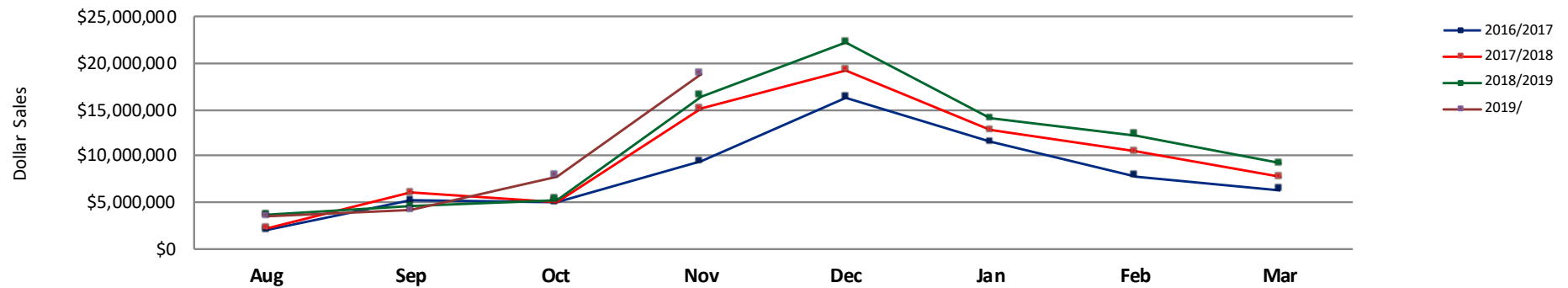
**Current Period: Nov 2019**

	Current Period			Season to Date		
		Unit Sales	Dollar Sales		Unit Sales	Dollar Sales
MAX DIN 12+	Sales: \$10,778,911 Units: 0% Dollars: 7%	↑	↑	Sales: \$19,889,739 Units: -1% Dollars: 6%	↓	↑
MAX DIN 8-11	Sales: \$6,904,025 Units: 16% Dollars: 23%	↑	↑	Sales: \$12,538,781 Units: 20% Dollars: 27%	↑	↑
MAX DIN 1-7	Sales: \$1,104,517 Units: 22% Dollars: 34%	↑	↑	Sales: \$1,896,408 Units: 17% Dollars: 27%	↑	↑

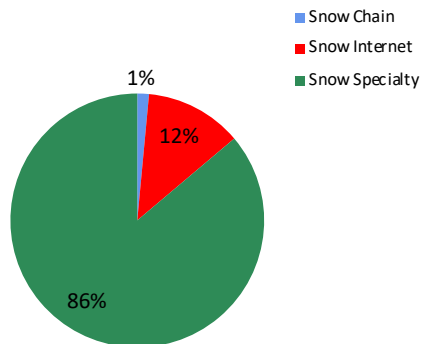


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**All Channel Sales Trends Line - 3 Years Plus Season to Date Dollars Sold**



**Dollar Sales By Channel, Season to Date**



**Alpine Bindings Sales, All Stores, Season to Date**

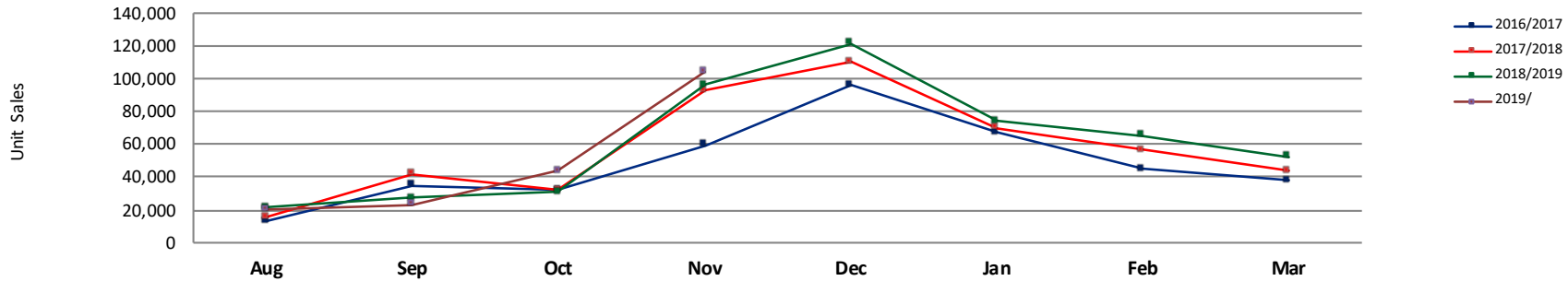




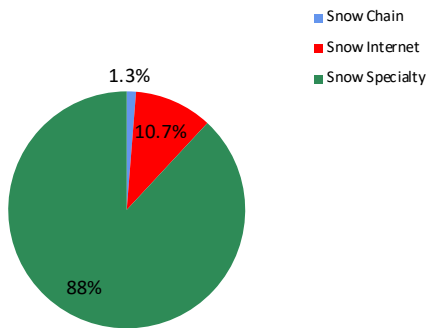
## Unit Analysis, Alpine Bindings

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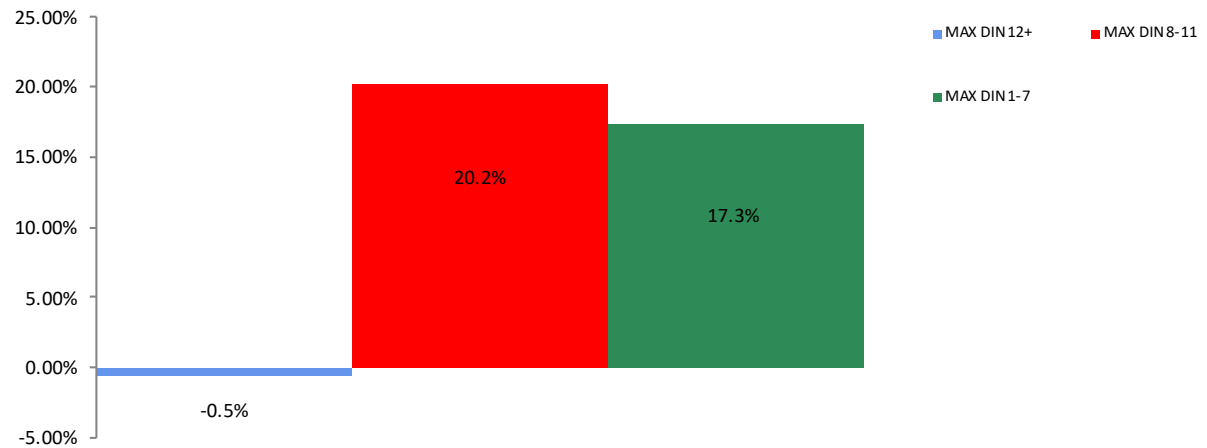
All Channel Sales Trends Line - 3 Years Plus Season to Date Units Sold



Unit Sales By Channel, Season to Date



Alpine Bindings Sales, All Stores, Season to Date





# All Channels Topline

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**Current Period: Nov 2019**

Alpine Bindings Topline All Channels												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	104,182	191,573	8.5%	8.9%	\$18,787,453	\$34,324,928	14.0%	14.3%	\$180.33	\$179.17	5.1%	4.9%
MAX DIN 12+	49,817	92,705	0.3%	-0.5%	\$10,778,911	\$19,889,739	7.2%	6.4%	\$216.37	\$214.55	6.9%	7.0%
MAX DIN 8-11	43,308	79,218	16.1%	20.2%	\$6,904,025	\$12,538,781	23.3%	27.3%	\$159.42	\$158.28	6.2%	5.9%
MAX DIN 1-7	11,056	19,650	22.3%	17.3%	\$1,104,517	\$1,896,408	34.4%	26.9%	\$99.90	\$96.51	9.9%	8.2%



## Specialty Topline

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**Current Period: Nov 2019**

### Alpine Bindings Topline Specialty

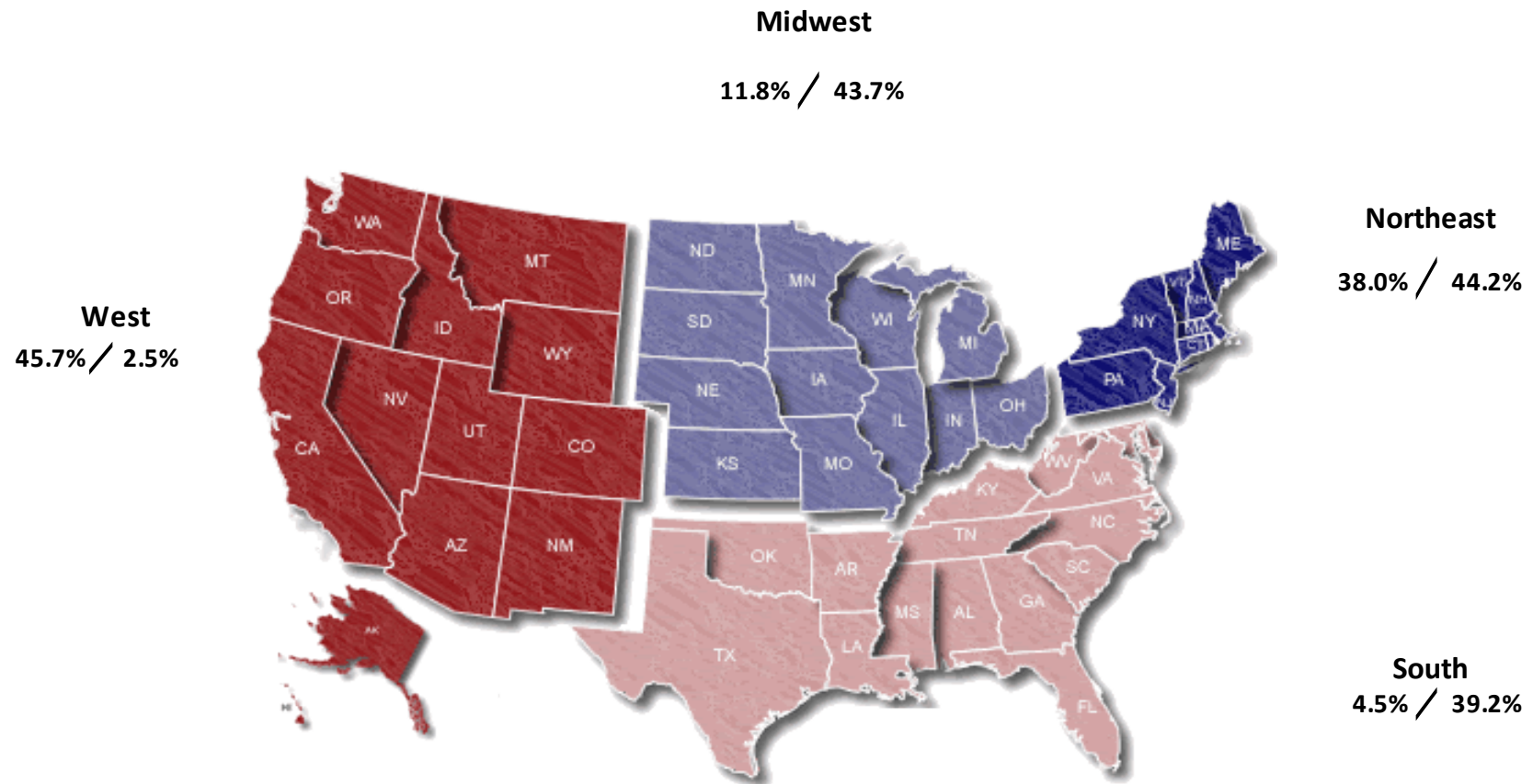
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	94,199	168,743	16.4%	16.1%	\$16,685,024	\$29,572,867	22.8%	21.4%	\$177.13	\$175.25	5.5%	4.6%
MAX DIN 12+	42,348	75,751	12.2%	8.9%	\$9,092,747	\$16,088,323	19.0%	15.8%	\$214.71	\$212.38	6.0%	6.3%
MAX DIN 8-11	41,035	73,966	18.3%	21.9%	\$6,512,657	\$11,653,610	25.7%	28.1%	\$158.71	\$157.55	6.3%	5.1%
MAX DIN 1-7	10,816	19,025	27.2%	25.4%	\$1,079,621	\$1,830,933	40.7%	33.5%	\$99.82	\$96.24	10.6%	6.5%



## Specialty Regional Sales

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Current Period: Nov 2019



Percent of Specialty Sales by Region and Percent Change of Dollar Sales, Season to Date





# Chain Topline

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**Current Period: Nov 2019**

Alpine Bindings Chain												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	1,546	2,418	3.4%	5.7%	\$325,084	\$509,088	9.5%	13.6%	\$210.27	\$210.54	5.9%	7.5%
MAX DIN 12+	860	1,372	-15.1%	-16.6%	\$206,603	\$329,171	-3.8%	-3.0%	\$240.24	\$239.92	13.3%	16.3%
MAX DIN 8-11	650	1,001	38.6%	59.6%	\$115,390	\$176,118	42.6%	64.6%	\$177.52	\$175.94	2.9%	3.1%
MAX DIN 1-7	36	46	176.9%	206.7%	\$3,090	\$3,800	142.7%	143.7%	\$85.83	\$82.61	-12.4%	-20.5%



# Internet Topline

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**Current Period: Nov 2019**

Alpine Bindings Internet												
CP=Current Period STD=Season to Date	Units Sold				Dollars Sold				Average Retail			
	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ	CP	STD	CP Δ	STD Δ
Alpine Bindings	8,436	20,412	-38.0%	-27.6%	\$1,777,344	\$4,242,972	-31.4%	-18.8%	\$210.69	\$207.87	10.6%	12.1%
MAX DIN 12+	6,609	15,582	-39.5%	-29.2%	\$1,479,560	\$3,472,244	-32.8%	-22.1%	\$223.87	\$222.84	11.1%	10.0%
MAX DIN 8-11	1,623	4,251	-24.7%	-7.4%	\$275,978	\$709,053	-18.3%	9.6%	\$170.04	\$166.80	8.4%	18.5%
MAX DIN 1-7	204	579	-61.4%	-62.9%	\$21,806	\$61,675	-58.9%	-48.9%	\$106.89	\$106.52	6.3%	37.6%